

## Swachh Bharat Abhiyan Essay

[Swachh Bharat Abhiyan](#) is a movement which focused on the need for a clean country. The Prime Minister Mr. [Narendra Modi](#) has opted for a pollution free country which he considers to be the best gift a leader could give to his people. This expedition is the most essential one which every citizen of India needs to know about. Holding the hand of this expedition India could walk ahead to a bright future which every citizen dreams of.

The official launch of the expedition was on 2<sup>nd</sup> October 2014. The expedition was initiated keeping in mind the great Indian leader Mahatma Gandhi. Thus the day of the launch had been selected on 2<sup>nd</sup> October, the 145<sup>th</sup> birthday of Mahatma Gandhi. For the first time India saw the inception of a mission which was free of political ambition. The only objective of the mission had been to inspire people of India to join hands in the welfare of the country.

The program does not only involve sweeping the street or cleaning off the loitered paper cups and cans. This involves a bigger picture which in the long run would lead the people construct bathroom everywhere. Using public area is one of the biggest problems which India faces. This does not only scatter dirt all over the country, this is inhygienic as well.

The completion of the program has another vision. The [successful](#) execution of the expedition would create a ripple in the world. This would turn the eyes of the foreign investors at India. More foreign investment means more money and rise in the employment. The cleanliness program has a serious plan for economic growth of the country which no one can ignore. Keeping the business point of view in mind, the PM has selected a lot of brand ambassadors who would represent the project and also the country in the long run. To represent a country it is important that the brand ambassador has the right impact.

It has been a long lost dream which had been initiated from [Mahatma Gandhi](#). During the time he was alive and performing his duty towards the nation, he dreamt of [swachh Bharat](#). He even started the campaign with all his strength and might. However, with the demise of the great leader the dream too had made a disappearance act. No one has paid any attention to the streets of the country. No one paid any attention to the fact that more and more bathrooms are required for the proper health of the citizens. The people who live in the rural areas are unaware of the fact that bathroom is important. They don't know what kind ailment using public areas as bathroom would spread. This is the reason, rural areas are mostly affected by serious diseases.

With PM Modi, the dream which seemed lost for so long had come to life again. Now, people think of cleanliness. They frown at the loitering. They know that streets need to be clean and bathrooms are essential parts of life. Sanitization is a right which every citizen needs to exercise. The [swachh Bharat](#) program is all set to give that right back to the citizens of India.